

2008-2009



American Planning Association
Latinos and Planning Division

Making Great Communities Happen

Annual Division Performance Reports

Division Name: Latinos and Planning
Prepared by: Vicky Carrasco
Chair, Latinos and Planning Division
Date: Submitted: December 2009
Covers: October 1, 2008 – September 30, 2009

Content of Annual Report

Latinos and Planning

Division 08-09 Report

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1. Summary of Major Accomplishments

The Latinos and Planning Division has come a long way since 2005, when organization began to mobilize a national network. This annual report covers APA's annual fiscal period between October 1, 2008 to September 30, 2009.

Major Accomplishments:

1. Reached more than 100 members and first official elections were held in Fall 2008
2. Supported three successful Dialogos in Arizona in February 2009, June 2009 and October 2009
3. Well attended Minneapolis Conference Events, April 2009 (sessions, walking tour/lunch)
4. Updated Division's workplan
5. Launched division's online social network (blog, forum discussion, events calendar) for members only <http://latinosandplanning.ning.com/>
6. Began the first LAP Scholarship Program, which will be launched in 2010.
7. APA Leadership, Awards and Recognition of our division members.
8. Partnered with Hispanic College Fund through their mentoring program.
9. Offered the first CM Webinar, with more than 300 attendees.

Latinos and Planning has become a gateway for talented Latino planners to take on leadership roles within the planning field. Several of our members and leaders have been selected to be on influential committees within the American Planning Association.

Our division's former Vice Chair, Irayda Ruiz, was elected in 2008 to become a member of the APA's Board of Directors (Director-at-Large). Liz Delgado, a LAP member and former newsletter editor was asked to serve as current chair of APA's Diversity Task Force.

In 2008, Hector Solis, our Division's former student representative, and Manny Munoz received the APA Student Representatives Council Award for Outstanding Planning Student Organization Award: Best Practices.

In 2009, our LAP member Emmy Mendoza received an APA national student award. The Latinos and Planning Division also received an award for the Dialogos.

Other members with leadership positions include Mitch Silver (APA Board of Directors) and Fernando Costa (Planning Accreditation Board).

Our members also learn about job and networking opportunities from around the United States. Organizations that want to hire talented Latino planners send their job listings to the Division. In our third full year as a division, we had a great presence at the 2009 APA National Conference in Minneapolis, thanks largely to the leadership of Arianna Martinez, our conference planner. Two by-right sessions were held, and a walking tour of several Latino neighborhoods in Minneapolis was also organized (more in Events session).

A committee was also formed to provide funding for local initiatives that address the key issues facing Latino communities, as defined in the National Agenda. Guidelines were approved for providing money to organize local events, and three Dialogos were supported in Arizona (two were partially funded).

Through our 100% Leadership effort – which builds the capacity of our leaders to help govern the group – we expect to continue with successes, accomplishments in the coming year.

2. Annual Work Plan

2.1 Annual Work for the performance review year (FY2009 from October 1, 2008 – September 30, 2009)..

[FY2009 Work Plan Appendix 09-2.1]

Goal 1. Accomplished offering of one CM webinar in 2009, in partnership with one other division. Partnered with IL to have Irayda at their state conference session. Had volunteer, Fred Solis, start a scholarship program which will be launched in Jan. 2010. Not fully accomplished: Full participation in Ambassadors program, due to the fact that this is a fairly new program, and it has some restrictions.

Goal 2. Accomplished goal of increasing membership by 10%, from 100 to 107. However, since August of 2009, membership has been stagnant and reduced. We plan on offering incentives and more promotion of the division in the upcoming work plan.

Goal 3. Accomplished goals of organizing conference events, promoting and increasing interest and recognition, and developed newsletters.

Goal 4. Accomplished goal of having first elections and first official executive committee. Did not update bylaws, but plan to do so in upcoming year if so needed.

2.2 Annual Work Plan for FY2010 (October 1, 2009 to September 30, 2010), which identifies specific quantifiable goals for the year, based on the mission statement, surveys or assessments of members' needs or interests, and Division Performance Criteria established by the Divisions Council. Strategies to accomplish these goals and a time frame for completion are provided

[FY2010 Work Plan attached as Appendix 09-2.2]

In 2008, an interim work plan was created, and in September 2009, a new work plan was drafted and adopted by the division. **Attached as Appendix**

3. Communications

3.1 Newsletters

Dates of distribution:

Spring 2009

Summer/Fall 2009

The newsletters have provided an added value to members of the division by providing quarterly reports of behind the scenes activity, along with activity within the APA that will be relevant to our members. Members have also been able to submit articles about an event or project occurring in their local jurisdiction/state and this has been a means of sharing ideas and prompting discussion. Profiles of new members were also included in some newsletters.

3.2 Website <http://www.planning.org/divisions/latinos>

The Division provides information and announcements to both our members and individuals interested in the Division. Our website editor is Natalie DeLeon, and she ensures that our APA-LaP website is periodically updated, with key content posted on the main page. We have posted, for example, our most recent workplan.

Contact Person: Natalie de Leon

3.3 Listserv & Online Network

The listserv, donated by Rutgers University, continues to be one vehicle for communication among division members, and the larger network of individuals interested in issues related to planning in Latino communities. Members have posted job listings and shared resources about planning resources in Spanish. There are currently about 400 Individuals registered on the listserv. We have also had several requests by other Divisions on how we host and manage our listserv.

Contact Person: Leo Vazquez

Online Networking Website <http://latinosandplanning.ning.com/>

Since June 2008, a leadership ad-hoc subcommittee consisting of Vicky Carrasco, Leo Vazquez, Liz Delgado and Connery Cepeda have managed an online network (**ning**) for Division members to connect and share resources. To join this online network, you must be a member of the Division; monthly rosters from APA are used to confirm membership.

- Since launching the Division **ning** website on November 2008:
 - a. 70 members have signed up as of December 2009 (19 new members since the last report on January 2009).
 - b. 5 Groups have been created (Student Group, Young Planners Group, Environmental Group, Certification Maintenance Group, and Executive Committee).
 - c. 21 discussion comments among the forum categories (News, Opportunities - Jobs & Contracts, Opportunities - Grants & Awards, Division Resources, Member Expertise, Uncategorized), along with several posted events on the calendar and personal messages on member pages.
- There have been numerous requests for information on joining the Division, which is prerequisite to joining the **ning** network; as of December 2009, there are 38 pending memberships.
- Since October 2009, three broadcast messages have been sent to all **ning** members informing them of network updates.
- The **ning** network website was highlighted on APA's *Interact* newsletter in October 2009 - www.planning.org/interact/2009/oct20.htm.
- Members of the APA Transportation Division and Sustainability Group have joined the network to learn how our Division utilizes this tool, so that it may be applied to other Divisions.

Contact Person: Connery Cepeda

3.4 Membership surveys

The most recent LaP membership survey was done in April 22, 2008, in anticipation of the 2008 APA Conference. Another survey is planned for 2010.

4. Conference Events/Educational Programming

4.1 APA 2009 Conference in Minneapolis:

During APA's 2009 annual conference, several events were organized by our conference planner, Arianna Martinez and others in the leadership.

Sessions

Two great sessions were organized by several of our Division members. Sessions had a diverse attendance, with anywhere from 25 to 60 participants for each session.

-Transnationalism & Planning: Latino Communities Across the Americas

4/27/2009 about 75 in attendance

-Latino Participation in the Planning Process

4/29/2009 about 25 in attendance

Tour and Lunch:

We had a great Tour organized by the local host committee where almost 30 individuals joined us on April 26, 2009. Points of interest include the Midtown Global Market, Mercado Central and the neighborhood around Plaza Verde.

Our tour guide will be Antonio M. Rosell, P.E., the Director of Community Design Group, LLC. To learn more about Antonio you can visit his bio at <http://www.c-d-g.org/us/team/team-antonio.htm>

Annual Division Meeting (Minutes and Roster attached as Appendix 09-5).

Joint Division Reception

A Joint Division Reception was held in order to showcase the various divisions within APA. We had a table set up for the Latinos and Planning Division and several people came to explore what our division was about and network.

Joint Division Booth

A Joint Division Booth was held in order to showcase the various divisions within APA. We had a information for Latinos and Planning Division and several people came to explore what our division was about and network.

In preparation of 2010 conference, Arianna Martinez took the role of conference organizer, to plan events and sessions.

4.2 CM Educational Programming

Urban Design and Equitable Development -- September 17, 2009

Conducted in partnership with the Planning and the Black Community Division and EPA's offices of Smart Growth and Brownfields, the webinar focused on issues of social equity as they manifest themselves in urban design. There were more than 300 registrants.

5. Annual Meetings

The Latinos and Planning Division Business Meeting was held on April 27, 2009 (evening). There was a total of 14 participants. Minutes for this meeting, which included new LAP scholarship, HCF, and funding. Participant input and discussion also helped in the creation of the division's workplan. [minutes and attendance as Appendix 09-5.]

6. Membership/Outreach

At this early stage of the Division's creation, all activities in which the Division embarks have the intended effect of increasing and retaining membership. From the creation of the "Ning" site, <http://latinosandplanning.ning.com/>, in which opportunities for active involvement and support to all members through calendar of upcoming events to network with each other and meet new people, and through conferences sessions (2 sessions in Minneapolis, and 2 sessions in Las Vegas 2008 Conference that together drew 250 attendees) and lunch/tour and divisions reception, the Division efforts have been geared to getting new members and retain those that presently are. More specifically, during the last year follow ups 1-on-1 invitations and calls were made to possible members that were known by Latinos leadership, specially, those in positions of influence in the profession, education and planning professional organization that could eventually result in bringing in additional members and heightened participation.

The Division has had significant statistical growth since it's creation as reflected in the Divisions Performance Chart showing 19 members on Dec. 31/2006, to the most highest of 107 members. This has happened as membership in other divisions as a whole has seen a drop during this period. While difficult to recruit members during the present economic period due to possible cuts

September 2008 Ricardo was appointed Student Representative
for Division
Decision was announced (September 29, 2008)

8. Financial Reports

The balance as of September 30, 2009 is \$2,806.16.

8.1 The LAP Division had modest expenditures for fiscal year 2009. The largest expenditure, \$172.36, was spent on printing the newsletter for the National APA Conference and the annual business meeting held in April 2009. The second largest expenditure was for the annual lunch and tour. The Division charged a minimal fee to offset the cost of lunch, however, ended up spending \$155.00 to cover the remaining balance. The other expenditure was for sponsorship of the Divisions traditional "Dialogos." This fiscal year, the Division sponsored two Dialogos in Arizona, spending a total of \$145.71. All expenditures are appropriate and fitting with the Divisions 2008 Work Plan.

8.2 Attached is the most recent fiscal year (October 1, 2008 to September 30, 2009) Division Financial Report.

9. Bylaws

No Changes in Bylaws. Will be reviewing previous work plan which included some recommendations.

10. Divisions Council Meetings

October 2008 in DC: Vicky Carrasco attended
April 2009 in Minneapolis: Vicky Carrasco attended;
October 2009 in DC: Vicky Carrasco attended as Chair

11. Governance

Before official elections the Division had functioned with the help of a steering committee (composed of all executive committee positions as noted in bylaws). The steering committee would meet monthly with a conference call, and additional division leaders were invited and encouraged to join the calls. This included individuals like the newsletter editor, regional representatives, local organizers, committee members and conference planner.

With election, the current Executive Committee continues to meet monthly, or as needed. Calls are also held to include others in the leadership.

12. Policy Issues

Describe how the Division has responded to requests for advice or assistance from the APA staff on national policy matters relating to the Division's particular sector of interest or expertise. Describe any efforts the Division has undertaken in a leadership role on a policy issue.

The Division has helped APA achieve greater diversity in its national committees.

In Fall 2009, Vicky Carrasco was appointed to a Division Council policy committee to review and provide input for APA's Divisions and policy development, and also as Liaison to Chapter President's Council.



Content of Work Plan

Work Plan Purpose

Work Plan Time Frame

Division Purpose

Division Mission

Goals for 2008-2009 Work Plan

Priority Issues

Plan (Goals, Objectives, Actions)

Work Plan Purpose

The Work Plan will guide the Latinos and Planning (*LaP*) Division to enhance and codify its mission.

Work Plan Time Frame

The Work Plan will cover the dates from **September 1, 2008 - April 30, 2009**. Division performance and progress based on the Work Plan will be evaluated mid-term, in December 2008, and will help in preparation of the Annual APA Division Performance Report. Full evaluation (review) of the current Work Plan will take place in April 2009, during the Division's annual business meeting at the 2009 APA National Conference, at which time a work plan (for period May 2009 - April 2010), developed beforehand, will be presented for consideration and approval.

Division Purpose

The purpose of the Latinos and Planning Division is to address planning issues affecting Latino communities in the U.S. as well as professional and career challenges facing Latino planners. This includes the challenges faced by other professionals, elected officials, and advocates who work to improve the quality of life in Latino communities. The Latinos and Planning Division: works to highlight and enrich the history and culture found in Latino communities by connecting them with current planning theory and practice; strives to educate those involved in professional planning with Latino communities and those who work with Latino planners; promotes multiculturalism and multi-ethnicity; is inclusive and accountable to its members and the planning profession; builds and maintains relationships with other planning-oriented groups and organizations; provides support to Latino students and their institutions of higher education; and is a voice for equitable planning and development.

Division Mission

Our mission is to work collaboratively with other professionals and organizations to identify and develop strategies related to:

- The most significant planning issues facing Latino communities
- The most significant challenges facing Latino planners

Goals for 2008-2009 Work Plan

Goal 1

Create key Division programs that promulgate successful outcomes to help address one or more Priority Issues identified (see list below), while enhancing and continuing collaboration with national APA.

Goal 2

Increase membership of the Division.

Goal 3

Create an organizational culture which provides opportunities for active involvement and support of all members.

Goal 4

Document operating procedures and Division administration to ensure continuation, transparency and continuity.

Priority Issues (based on issues prioritized in nationwide Dialogos)

- Increase numbers of Latinos participating in planning in their communities
- Improve the ways urban planners understand and relate to the needs and desires of Latino communities
- Promote urban design that addresses needs of Latino communities
- Help empower Latino communities to build and implement plans for their communities
- Help facilitate continuously improving planning processes to provide and improve results for Latino community residents and stakeholders
- Help stakeholders connect relationship between redevelopment and gentrification in Latino communities and reduce impacts to every-day lives of citizens

Goal 1 - Create key Division programs that promulgate successful outcomes to help address one or more LaP Priority Issues identified while enhancing and continuing collaboration with national APA.

1.1. Education and Training

Objective: Provide opportunities to members and planners to increase their knowledge and leadership skills in the field of planning and on topics related to Latino communities and provide Certification Maintenance (CM) offerings.

Actions

- ❖ By 2009, partner with at least one or more other Division(s) and one or more state chapters, and AICP to offer training and CM credit courses so:
 1. Planners learn about diversity and culture in Latino communities
 2. Planners learn about unique initiatives in each other's divisions
 3. Planners help address current and real issues
 4. Provide a forum/format (WebEx, meeting, class, session) for education and training
- ❖ Partner with *Planning and The Black Community Division* to offer a webinar/online session in the Fall of 2008, focused on professional development issues relevant to African-American and Latino Planners in APA, that qualify for CM credit. We will seek to develop a "virtual" session in which 1.5-2.0 CM credits would be offered to members in both Divisions. Topic selection would be discussed by both divisions and each division could provide potential expert speakers on select topic. Begin communication with more divisions, such as *Federal Planning, Indigenous Planning Division* and *Planning and Law* divisions to explore collaboration and topics of mutual interest. Planners would learn about other divisions and about diversity in planning and planning for diverse communities with the goal to achieve CM credits.
- ❖ Begin a *Latinos and Planning* Learning Lab (similar to PDI learning labs). These are one-hour webinars where planners talk about planning issues, offer how-to's, or discuss the craft of Planning. *LaP Division* members would be invited to be speakers and presenters in these Learning Labs. In some cases, speakers would talk about issues related to planning in Latino communities. In other cases, members would offer how-to's, talk about interesting projects, identify planning *best practices* or discuss other issues. An example of a topic could be: How to interact effectively with the Latino population that we serve. Some of these sessions would be offered for CM credit with an appropriate fee.
- ❖ Partner with state APA chapters to have an *LaP* sponsored event or session for CM credit during their state APA conferences (have ongoing plans to partner with states such as California and Illinois, but are looking to partner with additional states).
- ❖ Provide support and funding opportunities to hold Dialogos in various states/regions.

Lead Member: Vicky Carrasco, Leo Vasquez, and Irayda Ruiz

Member input: Provide suggestions; communicate with your state chapters on partnering.

1.2. Latinos and Planning Awards and/or Scholarship Program

Objective: Recognize student accomplishments in the field of planning and work performed for and in Latino communities.

Actions:

- ❖ Establish an Awards committee before December 2008
- ❖ Create and administer a recognition process by April 2009

Member input: Leader needed to initiate this program.

1.3. Ambassadors Program (APA+LaP)

Objective: Increase awareness of the planning field and support APA's Ambassadors Program. Identify members with five or more years of professional experience, commit to one year of volunteer service, conduct informational sessions at three to five academic institutions during that year, and visit university career and graduate school fairs, particularly those with Latino student populations, to spread the word about planning as a career option.

Actions:

- ❖ Distribute the application to Division members with goal of having at least three professional planners to participate by March 2009
- ❖ Follow-up every other month with three or more volunteers and highlight their progress and accomplishments

Lead Member: Michele Rodriguez

Member input: Volunteer to be become an APA Ambassador.

Goal 2 - Increase membership of the Division.

2.1. LaP Division Membership

Objective: Increase membership in the *Latinos and Planning Division* to expand participation and encourage involvement in and sensitivity to planning issues in Latino communities.

Actions:

- ❖ Network with APA members via email and other means to invite participation in *LaP* to increase membership 5% by December 2008, and 10% by April 2009. (Current division membership as of August 2008 is 100.)
- ❖ Continue to assess current members' professional development needs to maintain membership through surveys and other communication methods.
- ❖ Examine geographic representation of membership and make recommendations to target states with little or no membership by April 2009
- ❖ Participate in Divisions Council's Membership Committee to become informed on best practices, messaging and outreach, to increase and retain membership (Vicky)

Lead Members: Sergio Rodriguez, Milton Ospina, Nina Nixon-Mendez

Member input: Invite professionals (colleague or friend) to join the Division, join membership committee. Non-APA Division memberships are available.

Goal 3 - Create an organizational culture which provides opportunities for active involvement and support of all members.

3.1. APA Conference Planning

Objective: Coordinate with *LaP* local host and conference committees to plan events, sessions and networking opportunities available for *LaP* members during 2009 APA Conference.

Actions:

- ❖ Select two by-right sessions for *LaP Division* by August 26, 2008
- ❖ Plan tour, sessions and networking opportunities during the conference

Lead Member: Arianna Martinez

Member input: Members submit session proposals, volunteer to help plan conference meetings, attend receptions and conference events, represent Division at APA.

3.2. *LaP* Communications-Newsletter

Objective: Update members and others in APA on news, events, and *LaP* Division information.

Actions:

- ❖ Gather information and coordinate development of quarterly newsletters. Potential dates of newsletters are September 2008, December 2008, and March 2009
- ❖ Communicate newsletter availability with division members, other Division Chairs, and State Chapter Presidents

Lead Member: Liz Delgado

Member input: Provide articles, comments, stories, and highlights to Liz

3.3. *LaP* Communications-Online Portal <http://latinosandplanning.ning.com>

Create online portal to consolidate communication with division membership. This would provide access to tools such as *LaP* resources, blogs, forum discussion, calendar of events, etc.

Actions:

- ❖ By end of September 2008, have preliminary online portal ready for review by *LaP* representatives
- ❖ Have online portal available for all members by October 2008

Lead Members: Connery Cepeda, Vicky Carrasco, Liz Delgado, Leo Vasquez

Member input: Membership participation once website is launched.

3.4. *LaP* Communications- Website <http://www.planning.org/latinos/>

Objective: Ensure communication access, and updated website content (names, events).

Actions:

- ❖ Identify webmaster function to ensure access continuity

- ❖ Monthly update to website with news, conferences, events

Lead Members: Natalie de Leon

Member input: Provide comments to Executive Committee

3.5. LaP Communications- Listserv

Objective: Improve Communication via *listserv* to larger network and to paying membership

Actions:

- ❖ Facilitate information sharing among members and larger *LaP* network
- ❖ Explore web-based communication options (i.e. Vertical Response)

Lead Members: Vicky Carrasco and Leo Vasquez

Member input: Start a discussion, provide resources via email.

Goal 4 - Document operating procedures and Division administration to ensure longevity, transparency, and continuity.

4.1. Elections

Objective: Hold elections by September 2008.

Actions:

- ❖ Follow APA's guidelines and recommendations for conducting Division elections.
- ❖ Identify steps and process
- ❖ Establish milestones and a schedule

Lead Members: Danny Serrano, Leo Vasquez and others

Member input: Run for office, provide nominations, vote during elections.

4.2. Division Leadership

Objective: Division leadership should engage in activities to become informed about APA and Divisions Council updates. Division will continue to work on delegated action items (included below) to ensure continuity of the Division's successful operation and administration.

- ❖ Represent the Division at APA Divisions Council meetings (for Chairs or proxies)
 - September 2008 meetings in Washington D.C., and other conference calls
- ❖ Update 2008-2009 Budget
- ❖ Review the following:
 - 2007-2008 Work Plan and Recommendations
 - 2007 and 2008 *LaP* Surveys
 - Regional Representatives and Local Action Network Organizers
- ❖ Update Division Bylaws within one month after elections
- ❖ Participate in Annual Review by APA Divisions Council Executive Committee
 - Compile information by December 2008
 - Produce Annual Report by January 1st, 2009

Lead Members: Executive Committee and *LaP* Organizers

Member input: Serve on committees, contact the Executive Committee with questions, assist *LaP* organizers in processes described



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Goals for 2009-2010 Work Plan

Goal 1

Create key Division programs that promulgate successful outcomes to help address one or more Priority Issues identified (see list below), while enhancing and continuing collaboration with national APA.

Goal 2

Increase membership of the Division.

Goal 3

Create an organizational culture which provides opportunities for active involvement and support of all members.

Goal 4

Document operating procedures and Division administration to ensure continuation, transparency and continuity.

Priority Issues (based on issues prioritized in nationwide Dialogos)

- Increase numbers of Latinos participating in planning in their communities
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- Help stakeholders connect relationship between redevelopment and gentrification in Latino communities and reduce impacts to every-day lives of citizens

Goal 1 - Create key Division programs that promulgate successful outcomes to help address one or more LaP Priority Issues identified while enhancing and continuing collaboration with national APA.

1.1. Education and Training

Objective: Provide opportunities to members and planners to increase their knowledge and leadership skills in the field of planning and on topics related to Latino communities and provide Certification Maintenance (CM) offerings.

Actions

- ❖ Partner with one or more APA Division(s) one or more state chapters, and AICP to provide a forum for training and CM credit courses so that:
 1. Planners learn about diversity and culture in Latino communities
 2. Planners learn about unique initiatives in each other's divisions
 3. Planners help address current and real issues
- ❖ Continue the *Latinos and Planning* Learning Lab (similar to PDI learning labs). These are one-hour webinars where planners talk about planning issues, offer how-to's, or discuss the craft of Planning, and are offered through Rutgers University, and are similar to webinars. *LaP Division* members would be invited to be speakers and presenters in these Learning Labs. In some cases, speakers would talk about issues related to planning in Latino communities. In other cases, members would offer how-to's, talk about interesting projects, identify planning *best practices* or discuss other issues. An example of a topic could be: How to interact effectively with the Latino population that we serve. Some of these sessions would be offered for CM credit with an appropriate fee, and goal is to have at least two annually.
- ❖ Partner with state APA chapters to have an *LaP* sponsored event or session for CM credit during their state APA conferences (have ongoing plans to partner with states such as California and Illinois, but are looking to partner with additional states).
- ❖ Provide support and funding opportunities to hold Dialogos in various states/regions.

Lead Member: Vicky Carrasco, Leo Vasquez, and Irayda Ruiz

Member input: Provide suggestions; communicate with your state chapters on partnering.

1.2. Latinos and Planning Awards and/or Scholarship Program

Objective: Recognize student accomplishments in the field of planning and work performed for and in Latino communities.

Actions:

- ❖ Launch the Scholarship Program before August 2010, geared for undergraduate and graduate students in urban planning
- ❖ Administer an award recognition process by April 2010
- ❖ Add one LaP member to the APA CA Young Planner Group by December 2010.

Lead Member: Fred Solis

Member input: Encourage students to apply for upcoming opportunities

1.3. Mentorship Programs (APA+LaP)

Objective: Increase awareness of the planning field as a career option to both college level students and high school students by supporting APA's Ambassadors Program and continuing to partner with Hispanic College Fund.

Ambassadors Program

Identify members with five or more years of professional experience, commit to one year of volunteer service, conduct informational sessions at three to five academic institutions during that year, and visit university career and graduate school fairs, particularly those with Latino student populations, to spread the word about planning as a career option.

Actions:

- ❖ Distribute the application to Division members with goal of having at least three professional planners to participate by March 2010.
- ❖ Collaborate with CA Membership Inclusion and Section Membership Inclusion Directors to identify three or more volunteers and launch the program in schools by June 2010.

Hispanic College Fund Program

Identify members who are willing to participate in the nationwide Hispanic Youth Symposiums, organized by the Hispanic College Fund. LAP members would volunteer as Hispanic Heroes, and attend one day events where they talk about their careers in planning with high school students.

Actions:

- ❖ Distribute the dates of the HCF youth symposiums to Division members with goal of having at least one LAP professional planner participate in each of the youth symposiums held during the Summer 2010.

Lead Member: Michele Rodriguez, Vicky Carrasco

Member input: Volunteer to be become an APA Ambassador or HCF Hispanic Hero.

Goal 2 - Increase membership of the Division.

2.1. LaP Division Membership

Objective: Increase and retain membership in the *Latinos and Planning Division* to expand participation and encourage involvement in and sensitivity to planning issues in Latino communities.

Actions:

- ❖ Network with APA members via email and other means to invite participation in *LaP* to increase membership 10% by April 2010. (Current division membership as of August 2009 is 100.)

- ❖ Continue to assess current members' professional development needs to maintain membership through surveys and other communication methods.
- ❖ Examine geographic representation of membership and make recommendations to target states with little or no membership by April 2010
- ❖ Participate in Divisions Council's Membership Committee to become informed on best practices, messaging and outreach, to increase and retain membership (Vicky)
- ❖ Develop continuous handouts of LAP accomplishments, to promote Division

Lead Members: Sergio Rodriguez, Milton Ospina, Nina Nixon-Mendez

Member input: Need membership coordinator. Invite professionals (colleague or friend) to join the Division, join membership committee. Non-APA Division memberships are available.

Goal 3 - Create an organizational culture which provides opportunities for active involvement and support of all members.

3.1. APA Conference Planning

Objective: Coordinate with *LaP* local host and conference committees to plan events, sessions and networking opportunities available for *LaP* members during 2010 APA Conference.

Actions:

- ❖ Select by-right sessions for *LaP Division* by August 26, 2009
- ❖ Plan tour, sessions and networking opportunities during the conference

Lead Member: Arianna Martinez

Member input: Members submit session proposals, volunteer to help plan conference meetings, attend receptions and conference events, represent Division at APA.

3.2. *LaP* Communications-Newsletter

Objective: Update members and others in APA on news, events, and *LaP* Division information.

Actions:

- ❖ Gather information and coordinate development of quarterly newsletters. Potential dates of newsletters are September 2000, December 2009, and March 2010
- ❖ Communicate newsletter availability with division members, other Division Chairs, and State Chapter Presidents
- ❖ Solicit articles from members, and include one member interview for each newsletter.

Lead Member: Bryan Albini (incoming editor), Natalie De Leon, Liz Delgado

Member input: Provide articles, comments, stories, and highlights to Liz

3.3. *LaP* Communications-Online Portal <http://latinosandplanning.ning.com>

Evaluate the ning online portal and other division communication methods for effectiveness and possible consolidation for ideal communication with division membership..

Actions:

- ❖ By end of December 2009, provide a report to the Executive Committee about the various communication methods and their overall effectiveness and recommendations for consolidation.

Lead Members: Connery Cepeda, Vicky Carrasco, Liz Delgado, Leo Vasquez

Member input: Membership participation on online network.

3.4. LaP Communications- Website <http://www.planning.org/latinos/>

Objective: Ensure communication access, and updated website content (names, events).

Actions:

- ❖ Identify webmaster function to ensure access continuity
- ❖ Monthly update to website with news, conferences, events

Lead Members: Natalie de Leon

Member input: Provide comments to Executive Committee, and suggestions for additional content.

3.5. LaP Communications- Listserv

Objective: Improve Communication via *listserv* to larger network and to paying membership

Actions:

- ❖ Facilitate information sharing among members and larger *LaP* network
- ❖ Explore web-based communication options (i.e. Vertical Response)

Lead Members: Vicky Carrasco and Leo Vasquez

Member input: Start a discussion, provide resources via email.

Goal 4 - Document operating procedures and Division administration to ensure longevity, transparency, and continuity.

4.1. Elections

Objective: Hold elections for new officers for late 2010-2011.

Actions:

- ❖ Follow APA's guidelines and recommendations for conducting Division elections.
- ❖ Identify steps and process
- ❖ Establish milestones and a schedule

Lead Members: Elections committee will be created.

Member input: Help with elections committee, run for office, provide nominations, vote during elections.

4.2. Division Leadership

Objective: Division leadership should engage in activities to become informed about APA and Divisions Council updates. Division will continue to work on delegated action items (included below) to ensure continuity of the Division's successful operation and administration.

- ❖ Represent the Division at APA Divisions Council meetings (for Chairs or proxies)
 - September 2009 meetings in Washington D.C., and other conference calls
- ❖ Update 2009-2010 Budget
- ❖ Conduct one membership survey by December 2010 to gauge the level of member satisfaction.
- ❖ Review the following:
 - 2009-2010 Work Plan and Recommendations
 - Regional Representatives and Local Action Network Organizers
- ❖ Update Division Bylaws within one month after elections
- ❖ Participate in Annual Review by APA Divisions Council Executive Committee
 - Compile information by November 2009
 - Produce Annual Report by December 1st, 2009

Lead Members: Executive Committee and *LaP* Organizers

Member input: Serve on committees, contact the Executive Committee with questions, assist *LaP* organizers in processes described



American Planning Association
Latinos and Planning Division

Making Great Communities Happen

Latino and Planning Business Meeting
April 27, 2009
Minneapolis, MN

Introductions – the following were present:

Nina Nixon-Mendez
Manuel Munoz
Marcos Fernandez
Irayda Ruiz
Vicky Carrasco

Andrea Garfinkel-Castro
Hector Solis
Teresita Fernandez
Richard Rojas
Fred Solis

Luis Barahora
Leonard Bechet
Arianna Martinez
Ester Valle

Irayda was recognized by the Chair for her leadership role within the division and APA. The newest newsletter was also discussed.

Financial Report – Ester gave a summary of our current budget which had a balance of \$2,689 after the booth rebate by APA. This was the development of the Division's first official budget and funds were allocated by using the adopted work plan as a guide. Irayda stated that we should not attempt to keep unused money within the budget, but to spend it on division interests such as education and memberships.

Scholarship – Fred gave an update on the scholarship program. There has been a survey done to indicate what was done within other divisions and to determine what LAP's best course of action should be. Fred indicated that his concern was the minimal amount of money currently allocated to the scholarship. Ideas brought up were to coordinate with other larger divisions, have a monetary match to an amount that other divisions might donate. One person suggested that we start a program immediately with the allocated \$250 in order to get the scholarship off the ground. Manny indicated his current work with awards and scholarships and stated that he has a model for a future award. He also indicated that he has a network with universities around the country that could be used to promote the scholarship. All members agreed that the scholarship program is an important tool to give the division additional exposure. There was also a suggestion of having members all donate an additional \$25 per person to get more money allocated to scholarships (raise an additional \$250?). Esther was going to follow-up on process for how donations are handled by divisions.

Performance Report – Vicky described our current performance report and indicated that LaP passed all APA criteria for this year. The annual report is available online.

<http://www.planning.org/divisions/latinos/business/pdf/annualreport.pdf>

Dialogo Update – Andrea gave an update regarding the recent dialogo in Arizona. Three dialogos a year are to be planned in Arizona and it was suggested that the division leadership create a best practices and guide for planning issues. Irayda suggested that we should make them

locally relevant yet keep with our national agenda. Arianna stated that we have had dialogos in 10-15 states and the data compiled has been generally consistent in regard to the issues of concern to attendees. These issues are the ones we should try to address in our by-right sessions during national conferences. Irayda suggested that we coordinate dialogos with our state APA chapters. Arianna stated that the data compiled was available to anyone who wants to use it to involve their state chapters. A powerpoint template of the Dialogos: A National Agenda was developed a while back, and it is being updated and shared with those interested in hosting a Dialogo. Vicky suggested an **Action Item** to request that others take the dialogo information and possibly create their own dialogos within their respective states.

CM Credit – Leo is working with the Planning in the Black Community division to hold a webinar for AICP CM credit (on urban design and social equity). The Utah state chapter and Technology Division have also expressed interest in working with Divisions to offer for-credit webinar.

Planning Book – Leo is working on a compilation of essays (18 different authors) from different people on subjects relating to planning and Latinos. It is anticipated the book will be published sometime next year.

2010 LaP Lunch and Tour – Arianna asked for any contacts in the New Orleans area and stated that next years tour might be a mobile workshop through APA.

White House Office of Urban Affairs - Vicky stated that we are trying to send a one page document to APA to be included in a document that will be sent to the new Office director Adolfo Carrion.

Hispanic College Fund – Vicky mentioned her contact with the HCF. She suggested that LaP could volunteer to provide leadership development for High School students. At the regional level, individuals could become a Hispanic Heroes mentor if the option is available in their area. Action: Vicky will send instructions on how to become Hispanic Hero volunteer at the upcoming summer symposiums held at some universities.

Student Representative

Our current student representative Ricardo Aldama is graduating in May. A call will be made for volunteers in order to appoint a new student representative.

Ambassador Program – Michelle is heading up that responsibility and it is currently being formulated.

Latinos & Planning Division Financial Report
FY2008 (October 1, 2008 - September 30, 2009)

Bank balance(s) as of October 1, 2008		
Type	Bank Name	Balance(s)
Checking		\$2,363.66
Money Market		\$0.00
Other		\$0.00
TOTAL		\$2,363.66

REVENUE	Description	Amount	Subtotal
Rebates	FY2007 Q4 (rec'd 11/08)	\$236.35	
	FY2008 Q1 (rec'd 2/09)	\$363.25	
	FY2008 Q2 (rec'd 5/09)	\$464.50	
	FY2008 Q3 (rec'd 7/09)	\$177.82	
	Rebate Revenue		\$1,241.92
[Add other expense categories in additional rows, as needed.]			
Other Revenue	APA Lunch/tour	\$275.00	\$275.00
	TOTAL REVENUE		\$1,516.92

EXPENSES	Description	Amount	Subtotal
Newsletter	Printing	\$172.36	
	Printing Expense		\$172.36
Annual APA Conference	Annual LAP Lunch/Tour	\$430.00	
	Annual Meeting Expense		\$430.00
Sponsorships-Dialogos	Arizona Dialogos	\$145.71	\$145.71
Other	Bank Monthly Service Fee (\$10 X 12 months)		\$120.00
	TOTAL EXPENSES		\$868.07

Revenue over (under) Expenses for reporting period:	\$648.85
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Ending bank balance(s) as of September 30, 2009		
Type	Bank Name	Balance(s)
Checking		\$2,806.16
Money Market		\$0.00
Other		\$0.00
TOTAL		\$2,806.16